

**USDA/FNS PSA Scripts**  
Eat Smart. Play Hard Campaign

2/18/05

**PSA 1: Mom Discussing Family's New Habits\***

**60-second version:**

**MOM:** I know I need to pay attention to my health, but I just can't seem to find the time. Between rushing to work and taking care of the kids, there's not much time left over for me. So, I decided to start small by eating more fruits and vegetables and being more active. And, then I got the family to make some changes too. We started by keeping a bowl of fresh fruit on the counter, and I limit the amount of sweet snacks I keep in the house. I've also found some creative ways to add more vegetables to our meals. We're taking more walks, and on the weekends, we head down to the pool at the rec center. It doesn't happen every day, but it does happen. You don't have to change your entire life to be healthier. Just make some simple changes and include your family. You'll see how easy *and* fun it can be.

**NARRATOR (child's voice):** *You* can make a difference. Eat Smart. Play Hard™. And, when you do, your kids will too! A challenge from USDA.

\*The 60-second PSA will be distributed through *Radio Health Journal*